



## PROSPECTUS

City of Norfolk, Virginia Public Art Program and the National Endowment for the Arts  
Commission of Artwork for NEON Arts District

# 4973-0-2016, SUBMISSIONS DUE: 2:00 PM EST, April 1, 2016

**The Norfolk Public Art Commission, the National Endowment for the Arts  
*Our Town* program, and the “Art and Rising Tides” planning committee seek to  
commission an artist to design and create exterior artwork.**

**LOCATION/CONTEXT:** The City of Norfolk received a grant from the National Endowment for the Arts *Our Town* program to hire an environmental artist to work with urban planners and community partners to design and create artwork that responds to recurrent flooding.

Norfolk is the cultural, educational, medical, and business center of the southeastern Virginia region known as Hampton Roads. The City and area is renowned for its 400 year history, major military base, and shipping port.

Waterways are part of its success and charm but are also major threats due to recurrent flooding. According to The World Resources Institute, the Hampton Roads area is experiencing the highest relative rate of sea-level rise along the entire U.S. East Coast. The area is second only to New Orleans as the largest population center in the country at risk from sea-level rise. Norfolk is especially susceptible to flooding because the tension between flood water over topping banks and coming up through storm drains during high tides and rain water falling. Tidal flooding is often exacerbated by wind speed and direction.

Norfolk was designated one of “100 Resilient Cities,” as part of the Rockefeller Foundation’s 100 Resilient Cities Initiative and received a grant to build and expand our ability to rebound from adversity, both natural and economic. We are a forward-thinking city that is strengthening the infrastructure and preparedness of our low-lying coastal region for the flooding challenges we face today and moving forward.

**PROJECT DESCRIPTION:** We seek an artist to work with urban planners and community partners to design environmental public art that will address Norfolk’s relationship with water. The artwork will be a catalyst for embracing creative solutions for adapting to sea level rise. Artists are encouraged to philosophically investigate meaningful and beautifully designed interventions to sustain livability, preserve the environment and further develop the economic vitality of our shoreline community. The final artwork should educate about Norfolk’s water challenges, foster dialog and point towards solutions. Water could be held where it falls, cleaned, used, or slowly released before it returns to the Chesapeake Bay. Artists may want to physically demonstrate solutions and may include permeable surfaces, water retention swales, cisterns, rain barrels or green or blue roofs. The work should be hopeful, provocative, revealing and tell the story of the water.

**PROJECT SITE:** Environmental artwork will be located in Norfolk's new arts district, named NEON for New Energy Of Norfolk. The NEON Arts District was officially designated in 2013 and has quickly transformed into a budding art scene. The District is now home to a collection of murals, street art, the new Glass Wheel Studio, Work Release art space, a comedy club, a tattoo parlor, a temporary community park, condos and a variety of restaurants. The NEON district experiences some of the worst tidal flooding in the city due to its close proximity to waterways and because it was originally built on fill land over rivers and creeks. Precipitation flooding compounds the challenge because the area is nearly all impervious surfaces – rooftops, sidewalks, streets and parking lots. Artists may want to provide artistic solutions at a variety of locations that follow the water flow.

Also within the boundaries of the NEON District is the recently approved Granby Street Auto Row Historic District. It is listed on the Virginia Department of Historic Resources Registry and the National Register of Historic Places. The site is west of a public housing community whose residents endure high rates of poverty, unemployment and flooding.

**SIZE/MEDIA:** The artwork could be large or an integrated series of solutions. It must be constructed of durable, permanent outdoor materials that are safe and easily maintained. The artwork must be able to withstand flooding via full inundation during high tide or storm events and/or the artwork should be elevated to a height that could withstand sea level rise/flooding projections typically used for our region. Use of artful lighting is always encouraged in the NEON Arts District.

**PROJECT FUNDS:** Up to three finalists may be selected to be interviewed by the Public Art Planning Committee via Skype. The finalists are not expected to complete a design at this stage but will be interviewed about past work and creative process. There will also be a preliminary discussion of the site. The committee reserves the right to select the final artist without a finalist process.

The total budget for the completed, delivered and installed artwork is \$121,000. This will cover artist's honorarium, fabrication, materials, shipping, insurance, travel expenses necessary to complete the project, project plaque, final documentation and any incidental expenses. The artist must hire a Virginia licensed contractor to install the artwork(s). The selected artist may be asked to present a community educational workshop or presentation.

Please note that a city contract will be issued with a design phase requiring review and approval by the Public Art Commission prior to fabrication.

The selected artist must carry a Commercial General Liability Insurance Policy naming the City of Norfolk as an additional insured, and must provide certificates of insurance to that effect guaranteeing thirty (30) days written notice before any changes to the policies become effective. Insurance can be purchased and certificate presented after the first payment is made. If the artist employs anyone in connection with this work, the artist must carry a workers compensation insurance policy and an automobile liability insurance policy if appropriate. The artist shall also be responsible for assuring subcontractors, if there are any, meet the same insurance requirements.

**CALENDAR:** This calendar is subject to change.

April 1, 2016, 2:00 p.m. EST time, submittal due date and time

Spring 2016, selection announced

Spring 2017, completion of art

**SELECTION CRITERIA AND AWARD CONSIDERATIONS:** The commission will be awarded based on many factors such as the aesthetic value, creativity and contemporary relevance of the proposed piece. The city will consider the diversity of beliefs and values and general standards of decency of the citizens who fund the commission and purchase public art for the City of Norfolk. The award will be made to the responsible offeror whose submission is determined in writing to be the most advantageous to the City taking into consideration the evaluation factors set forth in this Request for Proposal.

The following criteria will be used in the proposal evaluation process:

- Artistic merit (excellence, originality, creativity and innovative approaches) as evidenced by submitted materials
- Professional artistic experience to fulfill the requirements of this project either in studio, educational, community, employment and/or art projects and the ability to undertake the design, creation and installation of the artwork
- Appropriateness of materials, style and concepts in relation to this prospectus

**PROPOSAL REQUIREMENTS:** Twelve (12) collated copies of each package must be submitted. The original proposal must be clearly marked. Only one (1) CD-ROM or USB flash drive of your prior work is required with your proposal. Each proposal shall also provide the following information:

1. up to 10 images of prior work, submitted as digital images (1 copy) to the following specifications.  
DIGITAL IMAGES: Images should be sent on a PC-compatible CD-ROM or USB flash drive in JPG format. Each file should be named with vendor surname and image number to correspond with annotated image list. Maximum image size is less than 1MB. Do not embed images into PowerPoint or submit moving images or audio files.
2. a letter of interest, not to exceed one page, explaining why you are interested in this project and how you will approach the artwork design and creation.
3. an annotated image list not to exceed two pages, clearly labeled with your full name and a numerical listing for each image, the title of the work, the media, dimensions, project budget and year of completion.
4. a current resume not exceeding two pages.
5. Signed STATEMENT OF UNDERSTANDING.

Staples only, no paper clips or folders. Please do not send any additional materials such as catalogs, maquettes, press articles, etc. They will not be reviewed by the Planning Committee.

**QUESTIONS/FOLLOW UP:** Questions about this project may be directed to Silvester Howell, Office of the Purchasing Agent, 757-823-4585, Fax 757-664-4018 or [silvester.howell@norfolk.gov](mailto:silvester.howell@norfolk.gov).

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. For more information on doing business with the City of Norfolk or to become familiar with the City Code generally, its Procurement Chapter and regulations, or the ethics and non-discrimination sections of the Procurement please go to the city web site at <http://www.norfolk.gov/purchasing>. The City encourages women and minorities to submit proposals and for non-minority artist to participate with small businesses and women and minorities through partnerships, joint ventures, subcontracts and other contractual opportunities. Please describe any planned use of such businesses in fulfilling this contract.

Before submitting proposals, please review the website [www.norfolk.gov/bids.aspx](http://www.norfolk.gov/bids.aspx) for possible updates and addendums. **All proposals must be received in an appropriately marked sealed envelope or suitable container to the Office of the Purchasing Agent, 230 East Main Street, Suite 250, Norfolk, VA 23510, at or prior to 2:00 P.M., EST Time April 1, 2016. On the outside of your proposal please reference RFP 4973-0-2016.**

**TO ALL OFFERORS:** Statement of Understanding

Fill out, sign and submit with your proposal.

All information submitted in this proposal is true and artwork represented is accurately attributed.

In the preparation and submission of this proposal, I did not directly or indirectly enter into any combination or arrangement with any person, firm or corporation, or enter into any agreement or act any way to conspire to rig bids.

In compliance with the Code of the City of Norfolk, Virginia Section 33.1-9, trade secrets or proprietary information submitted by Offerors in connection with a procurement shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the contractors must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary. An all-inclusive statement that the entire bid is proprietary is unacceptable and will not be honored. A statement that costs are to be protected is unacceptable and will be disregarded.

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. I have read and am familiar with the City Code, its Procurement Chapter and regulations, and the ethics and non-discrimination sections of the Procurement.

Signature \_\_\_\_\_

Date \_\_\_\_\_